

**Amendments to the Claims**

This listing of claims will replace all prior versions, and listing, of claims in the application.

**List of Claims:**

Claim 1 (Currently Amended): A method of conducting an incentivized trivia contest to increase the effectiveness of advertising, comprising:

storing in a computer system a first set of trivia questions relating to advertising content;

storing in said computer system a second set of trivia questions relating to show content;

associating said first and second sets of trivia questions with a broadcast of said advertising content along with said show content;

selecting a subset of said first and second trivia questions to ask a member;

transmitting said subset of trivia questions to said member and receiving said member's responses thereto via a communication medium;

scoring said member's performance in response to said subset of trivia questions; and,

providing incentives to said member based upon results of said scoring.

Claim 2 (Original): The method in accordance with claim 1, wherein said association of said first and second sets of trivia questions with a broadcast comprises storing data indicative of which advertising airs in conjunction with said broadcast.

Claim 3 (Original): The method in accordance with claim 1, wherein said broadcast comprises a television broadcast.

Claim 4 (Original): The method in accordance with claim 1, wherein said broadcast comprises a radio broadcast.

Claim 5 (Original): The method in accordance with claim 1, wherein said broadcast comprises a display of multimedia content via a network connection.

Claim 6 (Original): The method in accordance with claim 5, wherein said network connection comprises an internet connection.

Claim 7 (Original): The method in accordance with claim 1, wherein said communication medium comprises an internet connection.

Claim 8 (Original): The method in accordance with claim 1, wherein said communication medium comprises interactive television.

Claim 9 (Original): The method in accordance with claim 1, wherein said communication medium comprises a set-top box.

Claim 10 (Original): The method in accordance with claim 1, wherein said communication medium comprises a wireless device.

Claim 11 (Original): The method in accordance with claim 1, wherein said communication medium comprises a data network.

Claim 12 (Currently Amended): A method of using a user profile to conduct a trivia contest, comprising:

storing in a computer system a first set of trivia questions relating to advertising content;

storing in said computer system a second set of trivia questions relating to show content;

associating said first and second sets of trivia questions with a broadcast of said advertising content along with said show content;

storing in said computer system a demographic profile of at least one member;

using said demographic profile to select a subset of said first and second trivia questions to ask said member; and,

transmitting said subset of trivia questions to said member and receiving said member's responses thereto via a communication medium.

Claim 13 (Currently Amended): The method in accordance with claim [[7]] 12, wherein said computer system comprises a plurality of computers interconnected via a network.

Claim 14 (Currently Amended): A method of determining advertising performance, comprising:

storing in a computer system a first set of trivia questions relating to advertising content;

storing in said computer system a second set of trivia questions relating to show content;

associating said first and second sets of trivia questions with a broadcast of said advertising content along with said show content;

selecting a subset of said first and second trivia questions to ask a member;

transmitting said subset of trivia questions to said member and receiving said member's responses thereto via a communication medium; and

determining advertising performance based upon said member's answers to said subset of trivia questions.

Claim 15 (Currently Amended): A method of determining the effectiveness of product placement, comprising:

storing in a computer system a first set of trivia questions relating to a product;

storing in said computer system a second set of trivia questions relating to show content;

associating said first and second sets of trivia questions with a broadcast of ~~said~~ advertising of said product along with said show content;

selecting a subset of said first and second trivia questions to ask a member;

transmitting said subset of trivia questions to said member and receiving said member's responses thereto via a communication medium; and

determining the effectiveness of placement of said product within said show content based upon said member's answers to said subset of trivia questions.

Claim 16 (Currently Amended): A method of creating a report indicative of the effectiveness of advertising content, comprising:

storing in a computer system a first set of trivia questions relating to said advertising content;

storing in said computer system a second set of trivia questions relating to show content;

associating said first and second sets of trivia questions with a broadcast of said advertising content along with said show content;

transmitting said first and second sets of trivia questions to a member and receiving said member's responses thereto via a communication medium; and

~~using answers to said first and second sets of trivia questions to create~~ creating a report indicative of effectiveness of said advertising content based at least in part on said member's responses.

Claim 17 (Currently Amended): The method of creating a report in accordance with claim ~~[[11]]~~ 16, wherein said step of creating a report further comprises using a plurality of demographic profiles to create said report.

Claim 18 (Currently Amended): The method in accordance with claim ~~[[11]]~~ 16, wherein said advertising content comprises a commercial.

Claim 19 (Currently Amended): The method in accordance with claim ~~[[11]]~~ 16, wherein said advertising content comprises placement of a product within said show content.

Claim 20 (Currently Amended): A method of conducting an incentivized trivia contest to increase the effectiveness of advertising content, determine advertising content performance, and determine show content performance, comprising:

storing in a computer system a first set of trivia questions relating to advertising content;

storing in said computer system a second set of trivia questions relating to show content;

storing in said computer system a demographic profile of at least one member;  
associating said first and second sets of trivia questions with a broadcast of said  
advertising content along with said show content;  
using said demographic profile to select a subset of said first and second trivia questions  
to ask a member who has received said broadcast;  
transmitting said subset of trivia questions to said member and receiving said member's  
responses thereto via a communication medium;  
scoring said member's performance in response to said subset of trivia questions;  
providing incentives to said member based upon results of said scoring; and,  
using answers to said first and second sets of trivia questions to create a report  
indicative of effectiveness of said advertising content.

Claim 21 (Currently Amended): A method of creating a report indicative of recall,  
understanding, likeability or other broadcast performance measure, comprising:

storing in a computer system a set of trivia questions relating to ~~the~~ content of a  
broadcast;  
associating said trivia questions with ~~[[a]]~~ said broadcast of said content;  
transmitting said set of trivia questions to a member and receiving said member's  
responses thereto via a communication medium;  
scoring said member's performance in response to said subset of trivia questions;  
providing incentives to said member based upon results of said scoring;

using said responses to said set of trivia questions to create a report indicative of at least one broadcast performance factor comprising at least one of recall, understanding, and likeability; and  
transmitting said report to a client.

Claim 23 (Currently Amended): The method in accordance with claim [[16]] 21, wherein said broadcast performance factor comprises recall.

Claim 23 (Currently Amended): The method in accordance with claim [[16]] 21, wherein said broadcast performance factor comprises understanding.

Claim 24 (Currently Amended): The method in accordance with claim [[16]] 21, wherein said broadcast performance factor comprises likeability.

Claim 25 (Canceled)

Claim 26 (New): The method in accordance with claim 1, wherein said transmitting is performed at a time after said broadcast.